

## Message Text

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PAGE 01 MANAMA 00293 111323Z

43

ACTION EB-07

INFO OCT-01 NEA-09 ISO-00 COME-00 CU-02 IO-10 L-02 /031 W

----- 122472

R 111213Z MAR 75

FM AMEMBASSY MANAMA BAHRAIN

TO SECSTATE WASHINGTON 1945

LIMITED OFFICIAL USE MANAMA 0293

E.O. 11652: N/A

TAGS : SCUL, BA

SUBJECT : MPEAA FILMS FOR BAHRAIN CINEMA AND FILM  
DISTRIBUTION CORPORATION

FOLLOWING MSG SENT ACTION AMEMBASSY BEIRUT AND AMEMBASSY  
KUWAIT H/W REPEATED:

DE RUQKSBH #1592 0651312

ZNY CCCCC ZZH

R 061312Z MAR 75

FM AMEMBASSY MANAMA BAHRAIN

TO AMEMBASSY BEIRUT LEBANON 0486

AMEMBASSY KUWAIT KUWAIT 1429

C O N F I D E N T I A L

LIMITED OFFICIAL USE MANAMA 0273

E.O. 11652: N/A

TAGS : SCUL, BA

SUBJECT : MPEAA FILMS FOR BAHRAIN CINEMA AND FILM DISTRIBUTION  
CORPORATION

REFERENCE : STATE 32454

1. EZRA NONOO, CHAIRMAN OF BAHRAIN CINEMA AND FILM DISTRIBUTION  
CORPORATION (BCFDC) CALLED ON AMBASSADOR TO DISCUSS QTE EMBARGO  
UNQTE OF U.S. FILMS TO BAHRAIN BY MPEAA. NONOO REPORTED THAT  
HIS SUPPLIER, CINEMA INTERNATIONAL COMPANY (CIC) OF BEIRUT, HAS  
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TOLD HIM IT CANNOT FURNISH U.S. FILMS UNLESS BCFDC WILLING PAY

\$1,000 PER TWO-WEEK USE OF FILM. NEW PRICE REPRESENTS 100 PER CENT INCREASE OVER PRESENT PRICE OF \$500, COMING ON TOP OF SUBSTANTIAL INCREASES IN 1972 AND 1973. KUWAIT HAS REPORTEDLY BEEN ASKED TO PAY SIMILAR INCREASES.

2. NONOO FEELS THAT AT NEW PRICE HE CANNOT AFFORD TO SHOW AMERICAN FILMS PROFITABLY (HE CLAIMS CURRENT PROFIT MARGIN ONLY 20 PER CENT) AND WILL HAVE TO DEPEND ON EUROPEAN AND SUB-CONTINENT

PRODUCED FILMS WHICH ARE SUBSTANTIALLY CHEAPER. HE NOTES THAT AMERICAN FILMS ARE POPULAR AND BCFDC REGULARLY CHOOSES THOSE INVOLVING QTE SEX AND VIOLENCE UNQTE. (NOTE: GOVERNMENT STATISTICS SHOW THAT 30 PER CENT OF 374 FILMS SHOWN IN BAHRAIN IN 197

3

WERE U.S.; ALMOST TWICE SHARE SECOND LARGEST SUPPLIER. 1974 FIGURES HIGHER.) NONOO WOULD LIKE TO CONTINUE IMPORTATION AND HAS ATTEMPTED TO NEGOTIATE WITH CIC, BUT SAYS CIC HAS BEEN TOLD BY NY OFFICE MPEAA NOT RPT NOT TO NEGOTIATE.

3. AMBASSADOR TRIED WITH ONLY LIMITED SUCCESS TO DISABUSE NONOO OF IDEA THAT MPEAA PRICE INCREASES ARE PRIVATE EFFORT TO RETALIATE AGAINST ARAB OIL PRODUCERS AND TO CONVINCE NONOO THERE MUST BE GOOD COMMERCIAL REASONS FOR PRICE JUMP. NONOO PARTICULARLY UPSET THAT MPEAA USING "EMBARGO" TECHNIQUE AND APPARENTLY UNWILLING TO DISCUSS REASONS FOR INCREASE. WHILE MARKET OF LESS THAN 200 FILMS PER YEAR NOT OF MAJOR CONSEQUENCE TO MPEAA, WE WOULD LIKE TO SEE MPEAA AT LEAST FURNISH EXACT REASONS FOR PRICE INCREASES (AS MPEAA VICE PRESIDENT MARC SPIEGEL WAS ABLE TO DO FOR GULF TELEVISION INTERESTS AT CONFERENCE HERE LAST MONTH). PRESENT APPARENT ATTITUDE MPEAA CAN ONLY REBOUND TO DISCREDIT BROADER U.S. BUSINESS INTERESTS HERE.

4. ACTION REQUESTED: REQUEST DEPARTMENT 1) CONTACT MPEAA TO DETERMINE, AND INFORM EMBASSY, WHAT THIS PROBLEM IS REALLY ALL ABOUT AND 2) SUGGEST MPEAA EXTEND COURTESY OF DISCUSSING PROBLEM DIRECTLY WITH BCFDC, KEEPING EMBASSY AND DEPARTMENT INFORMED.

TWINAM

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** FILMS, BOYCOTTS  
**Control Number:** n/a  
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**Draft Date:** 11 MAR 1975  
**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
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**Document Unique ID:** 00  
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**Film Number:** D750084-1226  
**From:** MANAMA  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Original Handling Restrictions:** n/a  
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**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
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**Status:** NATIVE  
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**TAGS:** SCUL, EGEN, BA  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006